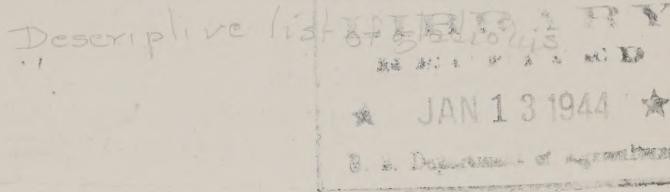


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1944 RELIANCE GARDENS



The Original Home of

**MISS WISCONSIN
BADGER BEAUTY
CRITERION
KING BEE
DIANE**



Miss Wisconsin

CUT COURTESY N. E. G. S.

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Printed in U. S. A.

**WALTER C. KRUEGER
657 E. Washington Street
Oconomowoc, Wisconsin**

Dear Glad Friends:

It is a pleasure to send you my 1944 list of gladiolus, which again feature the Krueger varieties, and which presents an enlarged listing of other quality gladiolus.

It is a privilege to thank my 1943 customers for the number and volume of sales which again increased my business total. A particular pleasure resulted in the sales to many cut flower growers, since the primary objective of Reliance Gardens is to find in the respective color classes those gladiolus which have commercial cut flower possibilities.

Stocks of many varieties included in this catalogue are larger than last year. You may save some money by directing an inquiry to Reliance Gardens.

BUSINESS TERMS

Minimum order \$1.00. Orders prepaid. Cash before delivery. Over count on all orders. 10% cash discount on all orders paid for in full prior to December 15, 1943.

No other discounts except to bona-fide commercial growers.

I aim to send out only healthy bulbs true to name, but no guarantee of growth or satisfaction is implied in the sale, nor will I be responsible for the crop.

No bulblet orders accepted after May 1, 1944, for spring shipment.

Flowers and bulbs inspected by the State Department of Agriculture.

Signed,

WALTER C. KRUEGER

1944 Krueger Introductions

BONNY JEANNE (Krueger '44 formerly seedling No. 447-10. An outstanding novelty with regular habits.

There have been gladiolus introduced before with larger florets, longer flowerheads, and better attachment of florets than those of Bonny Jeanne. There have been ruffled gladiolus for years, but none with the depth and regularity of ruffling that is characteristic of Bonny Jeanne. White has always been a favorite gladiolus color, but a blush white with a pink glow in the center of the floret, and a rose spear on a creamy yellow ground, combined with large 5" floret size, regular ruffling the heaviest possible substance, has never been offered to the gladiolus world. Floral beauty takes another step forward with its introduction.

Combined with its beauty are traits that make Bonny Jeanne an outstanding introduction. It is free of crooks, and it is a rapid easy propagator. It is healthy of bulb and plant. It is not tempermental.

Its bud spike while not quite ideal is not too coarse nor bulky. It blooms in small stock size, but with few buds per spike.

Bonny Jeanne is a mid-season blooming variety that grows to a height of four feet. Its flowerhead of 12 to 15 buds is about 18 inches long, on which 5, five inch blooms, properly faced, open at one time.

Every glad lover of ruffled gladiolus, amateur or commercial, will ultimately grow Bonny Jeanne. A vase of this variety made up by an expert would be something worth traveling miles to see, and the sight would remain as a treasured memory.

If I, as a hybridist, could rebuild Bonny Jeanne, I would add length to its flower head, height to the plant, and make its floret attachment more secure, but that is in the making.

Price—Bulbs each Large \$5.00; Medium \$4.00; Small \$3.00.

Bulblets each \$.50; ten for \$4.00.

EXEMPLAR (Krueger '44) formerly seedling No. 447-11. A beautiful ruffled medium sized decorative salmon pink.

A mental picture of Exemplar can easily be had, for it is a duplicate of New Era, but in salmon pink shades. The size of the florets are about 4", and they are of a salmon pink color with white median lines, and a creamy yellow throat, and with heavy ruffling, and superb substance. It opens 7 to 9 triangular, but wide open florets on a 22" flowerhead of 19 buds under average growing conditions. It blooms in about 95 days.

Physically the plant is very robust and grows to a height of 60". Both the bulbs and the plants are healthy. No crooked spikes have resulted during its test years. A very small percentage of spikes show a tendency toward split bloom row formation. Exemplar is a generous producer of bulblets, and they germinate very readily.

Exemplar opens acceptably in water. It promises commercial acceptance because of its beauty, ease of propagation, regular performance, and health.

Price—Bulbs each, Large \$5.00; Medium \$4.00; Small \$3.00.

Bulblets each \$.50; ten for \$4.00.

Other Featured Krueger Introductions

All priced at ten bulbs at 8 times the single price; 100 at 8 times the ten price; 1000 at 8 times the hundred price, unless otherwise noted.

BADGER BEAUTY (Krueger '41). A true commercial.

Badger Beauty is a beautiful lavender with a creamy white throat that is outstanding for floral make-up work. It does not fleck nor does it produce short flowerheads. It is a 100% cutter which blooms from all sizes of bulbs. It is a good producer of bulblets which germinate readily. Badger Beauty is a superb medium decorative that

blooms in mid-season, a few days after Orleans. Cut spikes of it open to the very tip in water. It is a good shipper.

The only fault that nine years of bloom growth has revealed is the tendency of the foliage to ripen earlier than is the case with most varieties, which in no way effects the vigor of its bulbs.

This is the year to stock up with this fine commercial lavender, since prices are low. Sales of bulblet stock in quantities to commercial growers during the past sales season does not leave an unlimited stock.

Recent Winnings:

1942 Champion decorative spike, Wisconsin

1943 Three firsts at Midwest and three at Wisconsin, one at Iowa and Boston.

Prices—Bulbs, Large \$.25; Medium, \$.15; Small \$.10.

Bulblets—10 \$.25; 100 \$2.00.

CRITERION (Krueger '42). A good commercial.

During the cut flower season just closed, during which Criterion was cut by the hundreds of dozen for an exclusive market, its promise of being a real commercial was easily realized. Its uniform spikes, long flowerheads, when cut in tight bud and opened in water presented a real treat, 8 open, meticulously placed, beautiful warm light pink tones to many a floral piece.

Criterion left to open in the field or garden will fleck and go bland and will be disappointing, but when handled for the market as indicated in the above paragraph, it is a super glad, a 100% cutter. It is an excellent propagator. It blooms in about 90 days.

Prices—Each bulb, Large \$.35; Medium \$.25; Small \$.15.

Bulblets—ten for \$.35; one hundred for \$2.80.

DIANE (Krueger—'Gove, Janes '39) . A late commercial salmon orange.

This superlative gladiolus of orange classification with its robust growth, health, good propagation, and fine color enhanced with its cream throat is truly an outstanding late variety, one that its mother, Betty Nuthall, could well be proud of. Diane opens 6 to 8 large florets on an average bud spike. Stands heat. 100% cutter. Poorly grown and young bulbs make short flowerheads.

Winnings:

N. E. G. S. summary of winners in class 120 lists Diane with the most firsts.

Prices—each bulb, Large \$.15; Medium \$.10; Small \$.05.

Bulblets; ten for \$.10; one hundred for \$.50.

KING BEE (Krueger '41). A real attention getter.

King Bee is a flaming salmon scarlet, flaked darker, that opens 6 to 10 large florets, excellently placed, at one time. It blooms in

mid-season, and it propagates well. A very small percentage of spikes crook. King Bee is a real thrill in the garden or in a basket. It seems to get better every year. An ample stock just evaporated during the past sales season, leaving stock very short for planting. Get your order in early if you desire this "different" glad.

Prices—Bulbs each, Large \$1.15; Medium \$1.10; Small \$0.05.

Bulblets; ten for \$1.15; one hundred for \$1.20.

LLONA (Krueger '43). A creamy white of commercial promise.

The position of Llona in the gladiolus world may best be described as being to the medium sized exhibition white what Myrna is to the larger floret group. Llona is an early mid-season ruffled creamy white of real beauty with a unique bulk of bloom.

Llona never crooks, but a very small percentage of misplaced florets occur. It is an excellent producer of bulblets that germinate well and grow into husky plants that bloom. Large bulb spikes of Llona grow 48" tall and carry 18 to 20 buds, 8 or more of which open at one time. The florets are 4½ inches in diameter and are of good substance and attachment.

While the bulbs of Llona are healthy they do not have a polished appearance because of a thin husk.

A floral piece made up with Llona radiates class.

Llona should be of interest to hybridists because it carries no Picardy blood in its being.

Recent winnings:

First at Wisconsin '43; second day Championship spike Midwest '43.

Prices—Bulbs each, Large \$1.25; Medium \$1.00; Small \$0.75.

Bulblets—each \$0.15; ten for \$1.25; one hundred for \$10.00.

MISS WISCONSIN (Krueger '43). A large flowered cerise rose of great beauty.

Miss Wisconsin is a healthy, vigorous medium rose colored glad that fills a gap in the color range that has been unoccupied for years. Its flowerheads are about 24" long and carry 6 to 8, five inch florets open at one time. It blooms in about 95 days. Miss Wisconsin produces no crooked spikes, nor spread placed florets.

Every commercial grower should try Miss Wisconsin to determine if under his culture and method of handling it can propagate rapidly enough to qualify as a commercial. It is not a dud propagator since the 10 or 15 bulblets produced per bulb, germinate readily, but is not a run-away producer.

Florists are high in their praise for Miss Wisconsin as a practical glad in their work.

Miss Wisconsin is a full sister of King Bee.

Recent winnings:

First at Wisconsin '43; Special Seedling Award Wisconsin State Fair '42; First at Boston '43.

Prices—Bulbs each, Large \$1.25; Medium \$1.00; Small \$.75.

Bulblets each \$.15; ten for \$1.25; one hundred for \$10.00.

SHOW QUEEN (Krueger '43). A giant salmon for the show exhibitor.

Show Queen is truly a great show and basket gladiolus because of its large floret size, 6", its bloom bulk. 8 open. Its beauty of color and form, balance of spike formation, tip finish, and floret attachment. It is capable of championship spikes. Show Queen is a mid-late variety.

If planted for bloom in September its tendency of producing some crooked spikes is minimized and the fan may enjoy the true beauty of this rapid propagating gladiolus.

Price—Bulbs each, Large \$.25; Medium \$.15; Small \$.10.

Bulblets—ten for \$.25; one hundred for \$2.00.

VARIATION (Krueger '42). A pure light pink for local commercial use.

An early tall growing pink with a lavender cast that opens 7 to 9 florets of 4" size on a 24" flowerhead correctly describes Variation. It produces no crooks, blooms from all sizes of bulb. It is very beautiful in floral arrangements. Variation is not a good shipper although it opens nicely from bud cut. Bulbs of it, while healthy and strong look rough because of a thin husk. It blooms in early-mid-season. It is an excellent variety for the local florist trade.

Because of limited planting space, but few bulblets of Variation were planted this year. This stock has already been sold, hence no more small sizes are available this year.

Recent winnings:

'43 First and division champion 3 spike medium sized new introduction, Midwest.

Prices—Bulbs each, Large \$.15; Medium \$.10.

Bulblets—ten for \$.15; one hundred for \$1.00.

COMMENTS

Reliance Gardens is proud to present its list of gladiolus, leaders in their respective color classes, some of which show real commercial promise, and proud of the quality of the stock it has to offer. The stock is grown from young stock and not used for cut flower production, stored below 50 degrees F., and state inspected in the field and in storage.

Relatively good sized stocks of some of the newer varieties that look to be the future cut flower producers are at hand which allows quantity quotation to the trade. An inquiry should reveal whether or not you can save money by obtaining your stock from Reliance Gardens.

General List

Ten bulbs at 8 times the single price; 100 at 8 times the ten price
(order no less than 10c of any item)

	Bulbs each			Bulblets			
	L	M	S	1	10	100	
Alsace—Benedict—Beautiful ruffled buff. Mid-season.....	\$.15	\$.10	\$.10	\$.20	1.50		
Ballad—Palmer—Light rosy salmon pink. Mid-late.....	.75	.50	.30	.10	.80		
Big Top—Rich—Giant light pink blotched darker.....		.20	.15		.20	1.50	
Carol—Becker—Large smoky with a pink cast. Early.....	5.00	3.00	1.00	.25	2.00		
Centennial—Fischer—Giant scarlet red self. Mid-season.....	.50	.35	.25		.20	1.60	
Cherry Jam—Zimmer—Large salmon scarlet, scarlet blotch 3.00	2.00	1.00		.30	2.40		
Convoy—Palmer—Lively purple of large size. Mid-season .60	.40	.25			.40		
Corona—Palmer—Creamy white, rose pink halo. Mid-s'n. .25	.15	.10			.10	.80	
Crinkle Cream—Ellis—Ruffled medium yellow. Large.....	2.50	1.50	.75	.25	2.00	16.00	
Diplomat—Pruitt—Deep rose of quality.....	.25	.15	.10		.25		
Elizabeth the Queen—White—Ruffled large lavender.....	.60	.40	.30	.06	.50		
Ethel Cave Cole—Cave—Rugged early light pink.....	.15	.10	.05		.10	.50	
Glamis—Palmer—Ruffed and fluted rosy salmon. Mid-s'n. .20	.15				.15		
Greta Garbo—Pfizer—Blush pink of merit. Mid-season.....	.15	.10	.05		.10	.50	
Harmu—Both—Glossy salmon scarlet. Mid-season.....	.15	.10	.05		.10	.50	
Hoosier Lady—Zimmer—Rosy lavender with cream throat 3.00	2.00	1.00		.30	2.40		
Hurricane—Evans—Red orange40	.30		.50		
Intermezzo—Quackenbush—Cream with small blotch.....		.25	.15		.25		
Intruder—Graff—Giant prize winning red, bulblets sold only with a bulb order.....				5.00	3.00	2.00	.65 5.00
Jeannie—Pruitt—Salmon with cream throat. Mid-season.....		.10	.07		.10		.50
King Midas—Herridge—Deep yellow. Med. sized florets10	.05		.10		.80
King William—Schenetsky—Salmon pink, cream throat .15		.10			.10		.50
Lantana—Palmer—Shades of orange and yellow.....	2.00	1.25	.75	.15			
Lady Boo—Graff—Beautiful Coryphee pink.....	3.00	3.00	3.00				
Lady Jane—Lake—Reliable deep cream. Mid-early.....	.25	.20	.15		.15	1.20	
Leading Lady—Johnston—Creamy white sport of Picardy50	.35	.10	.75	5.00		
Magnolia—Palmer—Light rose of quality. Giant plant.....	.15	.10	.07		.10	.50	
Malta—Palmer—Light salmon of promise.....		.75	.50	.30	.15		
Margaret Beaton—Twomey—White with carmine blotches..	.10	.08	.05			.20	
Marguerite—Pommert—Giant salmon, cream throat.....		.15					
Marimba—Palmer—Light buff pink of great size.....	.60	.40	.25	.05	.40		
Master Myron—Krueger—Scarlet red self, large florets15			.25		
Mohawk—Stevens—Black red. Popular in the east.....		.20	.10		.20		
Ogarita—Willson—Giant pink, blotched darker.....	.50	.40	.25		.25		
Ohio Nonpareil—Wilson—Tall large flowered red.....			.10		.10	.60	
Oregon Gold—Majeski—Mamoth yellow of good habits.....		.60			.10	.60	
Parnassus—Ristow—Purple with white spears. Early.....	.15	.10	.05			.50	
Pink Radiance—Quackenbush—Pure pink of qualtiy. Com. .25		.15	.10		.15	1.00	
Purple Classic—Wilson—Silky purple of medium size.....		.20	.15		.20		
Purple Supreme—Wilson—Good sized purple. Mid-season40	.25		.25		
R. B. Giant smoky tan.....		.10	.08	.05		.30	
Red Charm—Butt—Medium red of giant size. Good habits .25		.15	.10		.25		
Rio Rita—Lins—Blotched red orange. Mid-season.....		.35	.20		.50	3.00	
Rocket—Palmer—Excellent early scarlet.....		.06	.04			.15	
Trylon—Palmer—Pure white of large size.....	.75	.50	.30		.50		
Van Gold—Van Voorhis—Very deep yellow. Early.....	.50	.35	.20		.50		
Vulcan—Stevens—Smooth lively purple. Early mid-season40	.25		.25		
White Gold—Scheer—Slightly ruffled gigantic cream. Early .60		.40	.25	.06	.50	4.00	
Winston—Palmer—Early creamy white of quality.....		.35	.25	.15	.15	1.20	



Llona